



CASE STUDY

Loma's IQ³ is sweet enough for Kinnerton Confectionery

Kinnerton Confectionery is the largest independent UK manufacturer of chocolate and novelty confectionery. Established in 1978, the company uses character merchandising to promote the sales of its chocolate confectionery.

Kinnerton is a distinctive and successful operation, it has a state-of-the-art 125,000 square feet manufacturing facility in the Norfolk market town of Fakenham. Kinnerton produces over 6000 tonnes of chocolate annually; most products are sold to major retail partners across the whole of the UK, as well as other key European territories. Aside from specialising in licensed confectionery, the company also produces a significant range of own brand or private label products for some of the largest retail chains in the UK, Europe and Australia.

The company prides itself for being at the forefront of innovation and development. Kinnerton has consistently been first to market with path-finding products and product categories. Kinnerton have used character licensing to market its chocolate for over 25 year and has confectionery ranges including some of the most well known character names from film and television including: Barbie, Wallace & Gromit, The Simpsons and Batman. The company has repeatedly proved a good judge of licences and its apt character moulding and imaginative presentation have helped it win LIMA's (International Licensing Industry Merchandisers Association) Food Licensee of the Year twice over recent years.

Kinnerton has a strict HACCP policy and the factory is constantly audited against the British Retail Consortiums "Global Food Standard" to ensure standards are high enough to meet the requirements of their partner companies.

Against this rigorous standard, Kinnerton has been certified to the highest level attainable. This standard incorporates detailed requirements for a stringent quality control system, which exceeds those detailed in the General Food Hygiene Regulations. As part of its high standard of quality control, Kinnerton required a new metal detector. Previously, they had hired a metal detector when needed, but increased demand meant that it became more cost effective to purchase one.

Kinnerton had no hesitation in choosing Loma Systems, a world leader in the design and manufacture of food inspection systems, as they had previously purchased other Loma machines and were extremely pleased with the results. As Lee Hunt, Kinnerton's Deputy Engineering Manager comments, "We have used Loma machines several times before and we have always been happy with the machine, service and support that Loma offers".

Kinnerton is frequently developing its range of seasonal and everyday confectionery from Easter eggs and Advent calendars, to chocolate bars and chocolate miniature figures as well as chocolate and jelly lollipops. With constantly changing production lines, Kinnerton required an adaptable metal detector which could easily be set up to inspect their variety of products.

Lee continues, "We wanted a flexible machine that could cope with our constantly changing lines, as we manufacture a variety of products, ranging from 2kg chocolate Easter eggs to 2 foot high chocolate bunnies. Furthermore, we need to inspect over 800 different product lines, so a metal detector, which is simple to set up and minimises downtime was essential. The Loma IQ³ metal detector was the ideal choice".

The Loma IQ³ metal detector has sophisticated electronics to enable the inventive 'Automatic Product Learn system' to calibrate and automatically learn the characteristics and settings for up to 100 different products. An additional feature is the innovative 'Variable Frequency system', allowing the operator to auto-select the correct frequency for maximum contaminant sensitivity.

Traditionally single frequency metal detectors need internal adjustments when faced with a product that is materially different from others usually inspected on the line.

However, Loma's innovative Variable Frequency Technology was the perfect solution for Kinnertons offering an ability to cope with changing product lines without any fuss or loss of performance.

Innovation is key to Kinnerton's ranges and they are constantly keeping an eye on the market to ensure they keep ahead of the trends. Kinnerton was the first confectioner in the world to offer chocolate manufactured in a nut segregated area, this keeps nut traces out of all their chocolates, and more recently producing a Nut Free, Dairy Free, Gluten Free and Egg Free luxury chocolate bar. Ensuring that certain products (i.e. nuts) are not transferred to other lines and products means harsh wash down was essential when choosing a



machine. The IQ³ is designed for tough wash down cleaning specification and meets the IP69K environment standard. Additionally, Loma's 'Designed to Survive' ethos is reflected throughout their product range and with many of the lines at Kinnerton's running 24 hours a day, a tough durable and long lasting metal detector was critical.

The IQ³ metal detector is in a class of its own, this next generation system offers better sensitivity and stability and is more future proof than anything else currently on the market. Lee adds, "The IQ³ has exceeded our specification for the size of contaminants we are required to find from our biggest multiple retailer client".

The IQ³ also benefits from a bright control panel, which is very simple to understand and is designed to be used in any multi-language environments. The machine includes a Performance Validation System, automatically prompting the operator to test performance at pre-set intervals according to HACCP (Hazard Analysis Critical Control Point) principles, and producing a detailed record of any contaminants found. Added to this, the IQ³ uses an industry standard OPC system (Object Linking and Embedding for Process Control), allowing operations managers to easily integrate the equipment in factory data capture networks.

Lee concludes, "Loma's IQ³ and their service has been fantastic, my technical and engineering teams have had no problems with the performance of the machine and the whole process from enquiry to delivery has been second to none. I was very impressed with the punctual delivery time as Loma delivered the machine in a shorter lead-time than usually quoted".

With its extensive portfolio of weighing and inspection technologies, and its strong focus on the needs of the Food Industry, Loma is uniquely resourced to provide systems that not only meet the specific quality assurance needs of its customers today, but offer realistic potential for expansion or enhancement to meet the changing needs of tomorrow.

For more information on Loma's safety inspection solutions please visit www.loma.com.

